IF YOU INHALE.

think THIS over a bit!



HERE'S REAL ENJOYMENT—PLUS REAL PROTECTION!

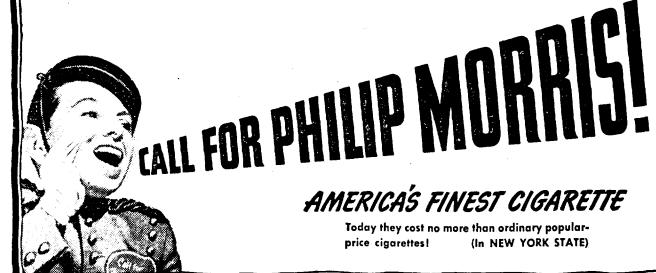
ALL smokers do inhale — some of the time. When you do it's plain, there's more exposure to irritation. So — consider what your cigarette does!

There's a tremendous difference in irritant properties of cigarettes—reported by eminent doctors in leading medical journals.

On comparing, they found:

FOUR OTHER LEADING BRANDS AVERAGE 235% MORE IRRITANT THAN THE STRIKINGLY CONTRASTED PHILIP MORRIS — AND, THE IRRITATION LASTS MORE THAN FIVE TIMES AS LONG!

So — especially if you inhale — now's the time to change to Philip Morris . . . complete smoking enjoyment with no worry about throat irritation!



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